INCENTIVE WATCH
CUSTOMER INCENTIVES

	Rebates	Expiration Date
Chrysler Corp. (1989-90)		
Chrysler	$500-2,000	12/16
Town & Country	$1,000	12/16
Dodge cars	$1,000-2,500	12/16
Dodge trucks	$750-2,500	12/16
Eagle	$1,000-2,500	12/16
Jeep	$1,600-3,000	12/16
Plymouth	$1,000-1,300	12/16
Voyager	$1,000	12/16
Finance rate, in lieu of rebate, starts at 7.9 percent		
Chrysler Corp. (1991)		
Chrysler	$500-750	12/16
Dodge cars	$400-1,000	12/16
Dodge trucks	$500-750	12/16
Eagle	$400-500	12/16
Jeep	$500-3,000	12/16
Plymouth	$400-500	12/16
Minivans	$500 for owners of 1984-89 minivans	12/31
Ford Motor Co. (1990)		
Festiva	$700	12/11
Escort	$1,000	12/11
Ranger	$1,500	12/11
Lincoln	$1,500	12/11
Ford Motor Co. (1991)		
Ford cars	$500-750	12/11
Ford trucks	$500-1,000	12/11
Mercury	$500-750	12/11
Finance rate, in lieu of rebate, starts at 7.9 percent. Rebate on 1991 Crown Victoria expires Jan. 31, 1991.		
General Motors (1990)		
Buick Reatta*	$3,000	12/31
Other Buick*	$250-1,000	12/31
Cadillac	$1,200	1/7
Chevrolet Geo	$300-1,000	1/7
Other cars	$500-1,000	1/7
Geo Tracker	$1,000	1/7
Other trucks	$500-1,000	1/7
Oldsmobile	$1,500-2,500	1/7
Pontiac Bonneville, Grand Prix, Grand Am	$750-1,250	1/7
Other Pontiac	$500-1,000	12/12
*Based on option package selected. All makes except Cadillac offer cut-rate financing in lieu of rebates.		
General Motors (1991)		
Buick Reatta*	$3,000	1/7
Other Buick*	$250-1,000	1/7
Cadillac Brougham	$1,500	1/7
Chevrolet Geo	$300-500	1/7
Other cars	$500-1,000	1/7
Geo Tracker	$500-1,000	1/7
Other trucks	$500-1,000	1/7
Oldsmobile	$500-1,500	1/7
Pontiac Firebird**	$500-1,000	1/7
Other Pontiac	$500-750	1/7
*Based on option package selected. All makes except Cadillac offer cut-rate financing in lieu of rebates. **Firebird rebate is $1,000 in California only.		
Hyundai (1990)	$500-1,250	12/3
Jaguar (1990-91)	$5,000 for owners of '88 Jaguars	12/31
Mazda (1990)		
Cars	$750-1,500	1/3
Trucks	$1,000-1,250 plus free trim package	1/3
MPV	$886-1,246 discount on option packages	1/3
Subaru		
Justy (1990-91)	$500	1/3
Loyale (1991)	$300-1,050	1/3

Note: Some makers offer rebates to buyers of 1988 and 1989 models. Those programs are omitted from this table because of the limited number of those vehicles still in dealers' hands.

Chrysler adds '91 minivan rebate; GM extends payouts

By Francis J. Gawronski
AUTOMOTIVE NEWS STAFF REPORTER

Chrysler Corp. is offering buyer rebates for the first time on its redesigned 1991 minivans, and all General Motors car divisions have revised or extended their incentives. In most cases, expiration dates have been extended to Jan. 7 from Dec. 12.

In letters mailed to owners of its 1984-89 minivans, Chrysler is offering a $500 discount on a 1991 model through Dec. 31.

The direct-mail rebate program comes on the heels of Chrysler's decision early in November to offer customers cash paybacks of $1,000 on all 1989 and 1990 Chrysler, Plymouth and Dodge minivans.

The minivans became Chrysler's most popular and profitable vehicles in the late 1980s even though no rebates were offered by the manufacturer.

With sales softening late last year, Chrysler resorted to rebates on minivans for the first time. The six-week payout began Dec. , 1989.

Chrysler also is continuing consumer rebates ranging from $400 to $2,500 on 1989-91 cars and trucks through Dec. 16, and dealer paybacks ranging from $250 to $1,000, based on quota, through the end of the year.

Buyer rebates on some Chevrolet and Geo models have been reduced. Paybacks on 1990-91 Geo Metros have been cut from $500 to $300; 1990 Prizm incentives fall from $1,250 to $1,000; and 1991 Prizm paybacks dip from $800 to $500.

Camaro incentives for 1990 models drop from $1,000 to $750, and rebates for 1990 Astro minivans have been reduced from $600 to $500.

Cadillac cut the customer incentive on 1990 DeVille/Fleetwood, Seville, Eldorado and Brougham from $1,500 to $1,200, while maintaining the $1,500 payback on 1991 Broughams.

Oldsmobile is continuing its program of consumer rebates on all 1990-91 models except the 1991 Custom Cruiser, 98 and Bravada. The rebates, which include a reduction from $1,500 to $1,000 on the 1991 Toronado except in the Eastern region, continue to range from $500 to $2,500.

All Chevrolet, Cadillac and Oldsmobile rebates expire Jan. 7. The former expiration date for all GM payments was Dec. 12.

Pontiac revised incentive amounts and extended the expiration date on some models.

The current rebates, which range from $500 to $1,000, will expire Dec. 12 for 1990-91 LeMans, Sunbird, 6000 and Trans Sport and 1990 Firebird.

Pontiac has revised the rebate amounts and extended the program through Jan. 7 on the following cars: 1990 Bonneville ($1,000, up from $500), 1991 Bonneville ($750, up from $500); and 1990 Grand Prix ($1,250, up from $750). The $750 rebate for 1990-91 Grand Am is unchanged. The 1991 Firebird rebate also expires Jan. 7. The Firebird payment remains at $500, except in California where it has been raised to $1,000.

Buick has extended the current rebates, ranging from $250 to $3,000, through Dec. 31 on its 1990 models and through Jan. 7 on its 1991 models.

The revised GM rebate programs continue to carry the low-interest finance rates offered in the previous programs.

NISSAN

FROM PAGE 1

to Robert J. Thomas, Nissan Division general manager.

Nissan Division still hopes to sell 700,000 vehicles annually in the United States by 1993. But it expects sales in the 1992 model year to be no higher than the 650,000 it recorded in the 1989 model year.

As it awaits such volume-building products as the 1993 Stanza and a 1993 Nissan-Ford minivan, it will get its organization in order.

Meanwhile, Toyota Motor Sales U.S.A., Inc. expects to reach 1.5 million sales a year by the middle of the decade. If it maintains its current growth rate, American Honda Motor Co. Inc. won't be very far behind.

"Frankly, we have been chasing Honda and Toyota in recent years," says Thomas. And the company could continue to push cars out the door with incentives and do "every schlock thing in the world to maintain volume," he says.

But it won't. "We can't spend money to buy customers; we have to spend money to earn them," Thomas says.

In the Dallas program, a smaller group of regional and district officers will make decisions formerly made by staff members in Nissan's 11 regional headquarters. Also, fewer decisions will have to be cleared by national headquarters.

A district operations manager — the person in charge of the sales, parts and service needs of a group of 10 dealers — will have access to all the resources of the region to do whatever he and a dealer decide needs to be done to improve the retail operation. The dealer operations manager could approve the use of a Nissan-subsidized loaner car, for example. Currently, loaners are available only in special cases.

Eventually, the program also will give dealers more say in the model types, options and colors of cars they get from the factory. Dealers also will be given more authority in handling warranty claims. They might decide, for example, that Nissan should cover a repair on a vehicle whose warranty has just expired. Such decisions currently are left to the region.

Ray Brandt, owner of Ray Brandt Nissan in New Orleans, says he likes the idea of a dealer operations manager: "Most problems in today's market need immediate attention. Now we'll have a hands-on quarterback on our team who's calling his own plays."

The Resource Allocation Project, as it is formally called, is the brainchild of Nissan President Thomas Mignanelli and Thomas.

Thomas says Mignanelli has been wrestling with how to decentralize Nissan's operations since joining the company from Ford Motor Co. more than three years ago. The Boston Consulting Group, which Nissan had been working with on another project, helped.

The new program follows a dramatic overhaul of Nissan's product lineup in recent years. But sales of Nissan-badged products were down 10.4 percent through October, and market share slipped from 4.6 percent to 4.3 percent.

While its cars have been redesigned, Nissan's corporate structure has been a stodgy reminder of the past, according to Evan Wride, Nissan director of information services and national team chairman for the project.

Wride says the death of the dinosaurs holds a lesson for Nissan and all businesses. "If you don't change, you die," he says. The internal brochure describing the Dallas project is informally called the "dinosaur brochure."

According to Bill Bivens, national merchandising manager and chairman of the regional team, the move is the next logical step following the creation in January of Nissan North America Inc., an umbrella company overseeing Nissan's entire U.S. operations, and the appointment of Mignanelli as president in June.

"Nissan (in Japan) decided a few years back that local entities needed control over their own destinies," says Bivens. "The first step was giving more independence to operations in each country. Now, we're applying the same philosophy here regarding our regions."

Nissan has told most of the dealers in the Dallas region about the pilot program, and many of them were consulted about it.

The Dallas region covers Texas, Oklahoma and Louisiana.

Bivens and Wride join three other high-level employees who will head five oversight teams based in Nissan's Carson, Calif., headquarters. The other units are marketing, communications and planning.

Those five report to the implementation team that is made up of four vice presidents, including Infiniti Division General Manager Bill Bruce, who chairs the team. The new Nissan program will resemble Infiniti's organization, so Infiniti will not be directly affected by the change.

The other vice-presidents are Nissan Division's Thomas; Jerry Butts, general manager of parts and service; and Shelee Serdaba, who is in charge of finance and information systems.

More important, from Nissan's perspective, are changes outside the home office.

The Dallas region will have 10 district operations managers for its 90 dealers. The ratio of dealers to district operations managers will vary from market to market.

> "Nissan (in Japan) decided a few years back that local entities needed control over their own destinies. The first step was giving more independence to operations in each country. Now, we're applying the same philosophy here regarding our regions."
>
> **Bill Bivens**
> Nissan national merchandising manager and regional team chairman

How Honda and Toyota organize staff in field

By Kristine Stiven Breese
AUTOMOTIVE NEWS STAFF REPORTER

Nissan Division Vice President and General Manager Robert Thomas says Nissan wants to stop chasing Honda and Toyota. Apparently it wants to stop operating like them, too.

The program that Nissan is launching in January moves power to the regions and gives dealers more direct contact with decision-makers in the field.

With it, Nissan will abandon a structure similar to those used by the top two Japanese sales organizations.

Honda has 10 auto sales and service zones nationally. Each zone is headed by a zone manager and an assistant. They report to either the Eastern or Western region. The regions report to American Honda Motor Co. headquarters in Torrance, Calif.

Zone service managers report directly to Torrance headquarters, while the zone parts managers go through the general manager at the region.

District managers in sales, service and parts report to the zone managers.

At Toyota, each of nine regions has a general manager who is the direct link with headquarters. The general manager oversees field operations managers, who hear directly from district managers.

District managers handle sales. Parts and service are handled separately. District parts managers and district service managers report to regional parts and service managers, who then report to an assistant general manager at the regional office.

At both Honda and Toyota, the number of people at almost every level varies depending on how big the market is and what kind of sales it generates.

As many as three field representatives — for sales, parts and service — could be calling on any dealer at any one time.

In the new Nissan scenario, each dealer deals with a single person for sales, parts and service. The aim is to cut steps out of the reporting process and get decisions made faster.

SATURN

FROM PAGE 1

if Saturn hasn't provided many cars.

"If one does what he's supposed to do and the other doesn't, there's an inequity," Sutliff said. "It seems fair that the person who has met his part of the bargain gets some consideration, particularly when he has a genuine loss."

The production setbacks led Saturn to delay the opening of Sutliff's store from Feb. 21 to April 4, even though construction will be completed this week. Sutliff, who owns a Chevrolet dealership across the street, said he will use the Saturn facility to sell Chevrolets, used cars or used trucks.

"It's a prime location in which we have a financial interest," he said. "Saturn has no wish to see us with a facility that we can't use."

If they had it to do over again, Sutliff said he thinks all existing Saturn dealers probably would wait to open. But he said they are happy to benefit from the intense early publicity Saturn has received.

Asked whether he thought there was enough product to justify being open, Sutliff said: "In retrospect, perhaps not. But this is a mammoth undertaking — a lot of things have to happen to make it hum. Two or three years from now, you'll forget this didn't come out right on point."

Al Serra, owner of Saturn North in Clarkston, Mich., said that just the fact that Saturn is thinking about helping its dealers makes him happy.

"In all fairness, I expected that production might be slow at first, and I had to be prepared to take on some extra burden," Serra said. "I didn't think it would be quite this severe."

Serra said his dealership had only six cars to sell in the first 30 days it was open; it sold four and kept two for display.

The dealership is taking orders, he said, but "four cars in 30 days is kind of tough to take."

Compensating Saturn dealers would be appropriate, Serra said, because, "Not only do they not have any product, they don't have any income base."

He said he has to continue paying his salespeople and a service technician even though no income is coming in. The dealership has sold 12 used cars and will run a promotion to help generate service business.

"It's just one drop in an empty bucket. But it's a beginning," Serra said.

Not one SC coupe has been shipped to dealers for sale, Hudler said. Although every dealer should have a coupe for display, the cars cannot be sold because Saturn has retained title.

Hudler said the coupe just isn't ready for the market.

"The SC started life out about a year behind (the sedan), and we've pulled it from a year behind to now just 60 days," Hudler said. "We should be shipping coupes before the year is out."

Saturn has no target date for coupe shipments.

"Not having a date has enabled us to focus on quality," Hudler said.

Production of sedans and coupes has been slowed by continued problems with door seals and excessive vibration of engine mounts in cars with automatic transmissions, Hudler said.

"It's not a problem with automatic transmissions, it's a phenomenon with cars with automatic transmissions," Hudler said. "It (the vibration) is still better than Honda, but we're not happy with it."

Shortages of parts also have caused delays because Saturn is holding suppliers strictly to specifications, he said.

"It's no one thing (causing the production delays) — we're just being tough on ourselves," he said. "You only get one chance to establish your image. The dealers are with us on that."

Saturn of Toledo (Ohio) has received just six cars since it opened Nov. 15, and three of those were sold before the opening, said owner Frank Kistler Jr.

He declined to comment on whether that was enough product to justify being open.

"I think it's a sore issue," he said. "Obviously, compensation would help."

Meanwhile, Saturn of Toledo continues to take orders.

"We've . . . sold five. We've taken 16 to 17 orders," Kistler said.

"We do have a lot of traffic. Our only limitation is availability. There is only one car in the showroom, and we have two outside that we've sold but haven't delivered."

He said the owners of those vehicles agreed to let the dealership keep them for display until a new batch of reinforcements arrives.

PRODUCTION

U.S. CAR

	Week Ended Dec. 1, 1990	Week Ended Nov. 24, 1990	Nov to Date	Jan. 1 to Dec. 1, 1990	Jan. 1 to Dec. 2, 1989
Horizon	0	0	0	4,327	31,608
Sundance	2,400	1,773	7,465	83,243	94,986
Acclaim	3,000	1,758	12,132	111,450	119,893
Total Plymouth	**5,400**	**3,531**	**19,598**	**199,020**	**246,487**
LeBaron A	0	0	0	8,071	0
LeBaron J	1,500	949	4,433	48,936	87,779
LeBaron GTS	0	0	0	0	2,946
N. Yorker C-Class	300	24	983	33,702	72,019
Fifth Avenue	1,000	603	4,176	34,708	24,586
Imperial	400	272	1,750	18,126	3,919
Total Chrysler	**3,200**	**1,848**	**11,342**	**143,543**	**191,249**
Omni	0	0	0	4,078	33,545
Daytona	700	476	2,205	31,753	58,225
Shadow	2,300	1,101	6,815	90,353	96,044
Dynasty	3,000	2,105	12,686	113,699	122,338
Lancer	0	0	0	0	1,528
Spirit	2,400	1,428	9,638	98,093	102,668
Total Dodge	**8,400**	**5,110**	**31,344**	**337,976**	**425,348**
CHRYSLER MOTORS	**17,000**	**10,489**	**62,285**	**680,539**	**863,084**
Escort	0	3,504	19,759	234,181	326,743
Mustang	0	1,437	8,568	124,391	176,795
Tempo	3,219	1,940	9,871	119,066	137,907
Taurus	8,170	4,758	23,082	313,960	337,878
Thunderbird	1,352	1,633	4,094	103,740	129,937
Total Ford Div.	**12,741**	**13,272**	**64,574**	**895,338**	**1,109,260**
Topaz	1,181	656	3,151	44,479	62,553
Cougar	1,346	1,194	3,012	68,866	110,923
Sable	2,179	1,269	6,198	96,215	111,177
Total Mercury	**4,706**	**3,119**	**12,361**	**209,560**	**284,653**
Continental	1,178	701	4,468	55,087	61,043
Mark VII	210	130	765	17,406	19,816
Town Car	2,772	1,665	10,500	137,476	117,174
Total Lincoln	**4,160**	**2,496**	**15,733**	**209,969**	**198,033**
Total L-M Div.	**8,866**	**5,615**	**28,094**	**419,529**	**482,686**
FORD MOTOR CO.	**21,607**	**18,887**	**92,668**	**1,314,867**	**1,591,946**
Skyhawk	0	0	0	0	6,913
Skylark/Somerset	0	1,492	7,355	86,853	62,666
Century	2,098	1,141	3,861	62,537	116,827
Riviera	296	186	1,271	20,461	19,210
Electra/Park Ave	0	0	4,094	56,981	73,973
LeSabre (fwd)	1,816	1,865	10,126	148,489	144,702
LeSabre (rwd)	0	0	0	4,022	7,341
Reatta	78	14	92	5,369	5,951
Total Buick	**4,288**	**4,698**	**25,798**	**384,712**	**437,583**
Eldorado	695	400	1,758	20,027	27,801
Seville	1,055	583	2,699	32,249	21,834
Brougham (rwd)	698	812	3,328	29,591	51,121
DeVille (fwd)	3,180	2,145	13,121	152,749	171,009
Allante	33	0	68	3,323	2,962
Total Cadillac	**5,661**	**3,940**	**20,974**	**237,939**	**274,817**
Cavalier	9,372	4,960	36,186	333,349	336,918
Camaro	0	0	835	66,740	94,216
Celebrity	0	0	0	0	70,720
Corsica/Beretta	6,160	3,711	16,659	260,775	343,312
Caprice	1,815	1,377	6,363	189,893	154,874
Corvette	418	288	1,326	21,644	23,530
Total Chevrolet	**17,765**	**10,336**	**61,378**	**872,401**	**1,023,570**
Calais	0	1,100	5,614	94,562	82,730
Cutlass Ciera	1,455	820	2,708	63,019	81,269
Cutlass Supreme	2,230	1,305	8,603	89,457	103,550
Toronado	202	121	848	14,180	9,027
88 (fwd)	751	1,198	6,424	95,672	133,466
88 (rwd)	0	0	0	1,223	7,290
98	720	128	1,452	38,993	67,298
Total Oldsmobile	**5,358**	**4,672**	**25,649**	**397,106**	**484,630**
Sunbird	4,200	2,372	16,528	155,495	140,394
Grand Am	0	2,863	14,472	200,013	212,327
Firebird	0	0	445	38,956	54,003
Grand Prix	0	0	1,276	106,648	117,261
Pontiac 6000	1,390	639	2,395	49,970	74,070
Bonneville	0	0	2,313	69,127	86,112
Safari/Parisienne	0	0	0	0	2,691
Total Pontiac	**5,590**	**5,874**	**37,428**	**620,209**	**686,858**
Total Saturn	**1,380**	**798**	**5,182**	**7,991**	**0**
GENERAL MOTORS	**30,962**	**30,318**	**177,410**	**2,520,358**	**2,907,458**
DIAMOND-STAR	**3,284**	**2,019**	**13,210**	**141,131**	**83,583**
HONDA	**8,830**	**5,281**	**36,650**	**406,640**	**339,735**
Civic	1,350	839	6,059	96,059	123,579
Accord	7,480	4,442	30,591	310,581	216,156
MAZDA†	**5,499**	**2,504**	**18,063**	**169,402**	**191,865**
NISSAN	**2,820**	**1,727**	**11,801**	**88,456**	**108,725**
NUMMI	**4,200**	**2,653**	**18,613**	**190,436**	**182,616**
Corolla	2,100	1,322	9,337	95,775	75,266
Geo Prizm/Nova	2,100	1,331	9,276	94,661	107,350
SUBARU-ISUZU	**1,250**	**443**	**4,696**	**38,495**	**4,697**
TOYOTA	**4,535**	**2,581**	**18,841**	**203,732**	**138,510**
TOTAL CARS, U.S.	**108,977**	**76,982**	**453,438**	**5,746,056**	**6,412,219**
TOTAL CARS, CANADA	**27,801**	**25,956**	**111,210**	**1,017,813**	**938,796**
U.S., CANADA CARS	**136,778**	**102,938**	**564,648**	**6,763,869**	**7,351,015**
U.S., CANADA CARS AND TRUCKS	**217,678**	**166,679**	**895,304**	**11,283,271**	**12,073,040**

Monthly estimates may contain error of one or two units due to rounding.
†Total includes MX-6, 626, and Ford Probe.

CANADIAN CAR

	Week Ended Dec. 1, 1990	Week Ended Nov. 24, 1990	Nov to Date	Jan. 1 to Dec. 1, 1990	Jan. 1 to Dec. 2, 1989
Monaco	640	0	1,488	10,384	0
Premier	635	0	1,465	11,940	30,848
CHRYSLER MOTORS	**1,275**	**0**	**2,954**	**22,324**	**30,848**
Tempo	122	2,797	7,098	104,233	122,003
Topaz	3	693	2,355	38,167	54,491
Crown Victoria	2,306	2,716	12,226	113,866	110,283
Grand Marquis	2,465	2,587	11,818	107,358	120,029
FORD MOTOR CO.	**9,516**	**8,793**	**33,498**	**363,624**	**406,806**
Celebrity	0	0	0	20,319	25,042
Cutlass Ciera	1,780	1,780	7,847	73,775	113,453
Lumina	5,381	5,450	23,915	210,972	172,918
Regal	2,619	2,684	11,514	95,399	71,321
GENERAL MOTORS	**9,780**	**9,914**	**43,275**	**400,465**	**382,734**
CAMI	**2,500**	**2,470**	**10,726**	**45,102**	**0**
HONDA	**2,150**	**2,144**	**9,660**	**97,250**	**80,230**
HYUNDAI	**900**	**987**	**3,781**	**24,127**	**13,580**
TOYOTA	**1,500**	**1,468**	**6,372**	**57,263**	**17,931**
VOLVO	**180**	**180**	**936**	**7,649**	**7,358**
TOTAL CARS, CANADA	**27,801**	**25,956**	**111,210**	**1,017,813**	**938,796**

U.S. TRUCK

Caravan	1,700	1,263	7,331	84,190	100,037
Dakota	1,900	1,156	5,800	68,241	87,724
Caravan C/V	0	0	0	4,171	6,130
Ram pickups	2,000	1,207	6,061	96,379	85,382
Total Dodge	**5,600**	**3,626**	**19,191**	**252,981**	**279,273**
Cherokee	0	2,310	11,679	143,387	194,255
Comanche	0	249	1,066	8,896	24,380
Grand Wagoneer	0	195	327	6,119	8,972
Wagoneer	0	69	334	3,675	7,260
Total Jeep	**0**	**2,823**	**13,406**	**162,077**	**234,867**
Voyager	1,300	745	5,527	76,[illegible]	93,621
Town & Country	0	22	126	2,[illegible]	3,143
Total C-P Div.	**1,300**	**767**	**5,653**	**78,738**	**96,764**
CHRYSLER MOTORS	**6,900**	**7,216**	**38,250**	**493,796**	**610,904**
Aerostar	4,000	2,400	14,897	194,384	205,925
Bronco	932	550	1,858	44,951	66,141
Bronco II/Explorer	5,384	3,306	23,041	194,240	110,998
Navajo	292	194	1,330	7,383	0
Econoline	2,103	2,475	9,927	161,395	199,470
Mediums/Heavies	1,151	698	3,481	46,596	86
Light trucks	5,015	5,650	25,165	414,512	404,735
Ranger	2,472	4,545	24,413	267,947	290,068
Total Ford Div.	**21,349**	**19,818**	**104,111**	**1,331,408**	**1,408,523**
FORD MOTOR CO.	**21,349**	**19,818**	**104,111**	**1,331,408**	**1,408,523**
Astro	2,771	1,490	11,239	122,330	149,850
Blazer	340	0	340	14,656	24,216
Lumina APV	733	310	1,800	75,807	15,612
Mediums/Heavies	396	279	1,582	9,558	7,564
P-Model	0	410	1,858	20,134	27,214
Pickups	7,584	4,324	15,044	374,609	373,242
S-10	5,887	3,823	21,991	227,158	222,527
S-10 Blazer	2,553	1,441	9,554	79,676	161,003
Sportsvan/Van	0	0	618	53,360	88,642
Suburban	1,522	0	1,522	59,387	65,569
Total Chevrolet	**21,786**	**12,077**	**65,547**	**1,836,675**	**1,125,323**
Jimmy	119	0	119	4,467	7,832
Mediums/Heavies	497	253	1,928	9,767	12,611
P-Model	0	13	198	2,601	3,662
Pickups	2,395	1,374	4,668	130,917	113,977
S-15/Sonoma	1,319	894	5,198	50,672	55,816
S-15 Jimmy	951	423	2,502	25,873	47,650
Safari	991	578	3,707	42,578	41,939
Suburban	775	0	775	28,647	30,505
Vandura/Rally Vans	0	0	128	19,500	28,024
Total GMC	**7,047**	**3,535**	**19,223**	**315,822**	**342,016**
Silhouette	288	126	663	28,214	3,123
Bravada	300	10	444	727	0
Total Oldsmobile	**588**	**136**	**1,107**	**28,941**	**3,123**
Pontiac Trans Sport	320	122	835	41,276	5,841
GENERAL MOTORS	**29,741**	**15,870**	**86,712**	**1,421,827**	**1,471,238**
NAVISTAR	**1,500**	**1,000**	**5,151**	**67,000**	**72,589**
NISSAN	**3,142**	**1,648**	**12,063**	**131,043**	**114,155**
SUBARU-ISUZU	**1,312**	**365**	**4,436**	**32,692**	**4,695**
AM GENERAL	**450**	**450**	**1,900**	**20,790**	**21,240**
MISCELLANEOUS	**3,000**	**3,000**	**13,200**	**138,600**	**135,600**
TOTAL TRUCKS, U.S.	**67,354**	**49,375**	**265,903**	**3,637,236**	**3,838,935**

CANADIAN TRUCK

Caravan	3,397	3,471	13,104	117,151	137,510
Caravan C/V	204	219	795	6,730	9,233
Ram Wagon	0	0	746	19,898	24,620
Ram Van	0	0	2,538	52,947	65,772
Total Dodge	**3,601**	**3,690**	**17,183**	**196,726**	**237,135**
Voyager	2,515	2,122	9,395	93,488	116,727
Total Plymouth	**2,515**	**2,122**	**9,395**	**93,488**	**116,727**
Wrangler	0	0	3,702	53,509	66,503
Total Jeep	**0**	**0**	**3,702**	**53,509**	**66,503**
CHRYSLER MOTORS	**6,116**	**5,812**	**30,281**	**343,723**	**420,365**
FORD MTR. (lt. trks.)	**0**	**2,896**	**9,434**	**125,407**	**151,277**
Light trucks	3,359	3,293	14,834	157,884	152,297
Vans	1,307	0	1,313	44,145	57,542
Total Chevrolet	**4,666**	**3,293**	**16,147**	**202,029**	**209,839**
Light trucks	891	1,159	4,699	58,493	66,774
Vans	568	0	568	17,260	24,676
Total GMC	**1,459**	**1,159**	**5,267**	**75,753**	**91,450**
GENERAL MOTORS	**6,125**	**4,452**	**21,415**	**277,782**	**301,289**
CAMI	**1,100**	**1,121**	**3,654**	**47,268**	**0**
NAVISTAR	**165**	**165**	**570**	**7,986**	**10,159**
TOTAL TRKS., CANADA	**13,506**	**14,446**	**65,354**	**802,106**	**883,090**
U.S., CANADA TRKS.	**80,900**	**63,821**	**331,256**	**4,439,402**	**4,722,025**

Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz.

10 plants halt output; 8 are Ford

By Karen Dedkowski
AUTOMOTIVE NEWS STATISTICIAN

Big 3 manufacturers will idle 10 plants and 23,150 workers this week as they continue to contend with slow sales.

The 10 plants consist of eight Ford Motor Co. facilities, one General Motors point and one Chrysler Corp. location.

U.S. carmakers scheduled 108,977 units last week, 41.71 percent above the prior three-day week but 15.79 percent below the year-ago week.

So far this year, 5,746,056 cars have been built in the United States, 10.39 percent below 1989.

Targeted truck output of 67,394 last week rose 36.49 percent above the previous holiday week but fell 20.12 percent below the year-ago week.

GM will idle its Arlington, Texas, assembly plant this week for inventory adjustment.

The company's Lansing A & B lines were down last week to adjust inventories and are expected to resume output today.

Output at GM's Wentzville, Mo., car plant and the Lordstown, Ohio, van plant is scheduled to resume today.

Ford extended downtime this week at its Norfolk, Va.; St. Paul, Minn.; Edison, N.J.; Dearborn, Mich.; and Wayne, Mich., assembly plants.

Additional closings scheduled at Ford this week are the Michigan truck facility in Wayne, Mich.; the Kentucky truck facility in Louisville; and the St. Louis truck plant.

The company's Lorain, Ohio, car and truck plants last week cut operations to one shift for four weeks.

All Ford plants will resume normal operations Dec. 10 with the exception of the Lorain plants, which are scheduled to resume two-shift work Jan. 2.

Chrysler will idle the St. Louis car facility this week to adjust inventory.

Car production rises in Canada

Canadian automakers scheduled 27,801 units last week, 7.11 percent above the prior week's build and 15.02 percent above the year-ago week.

Truckmakers assembled 13,506 units last week, 6.51 percent below the previous week and 29.32 percent below last year.

General Motors has scheduled downtime at its Ontario car facilities. The Oshawa No. 1 plant will close for two weeks starting Dec. 10. Oshawa No. 2 will be idle the week of Dec. 17.

NOTE

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